



KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

www.KCTV5.com
 www.kctv5.com

CONTRACT

<u>Contract / Revision</u> 498648 /		<u>Alt Order #</u> 06374810
<u>Product</u> SEN MAJORITY PAC		
<u>Contract Dates</u> 10/16/12 - 10/29/12		<u>Estimate #</u> 2093
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/15/12 / 10/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KCTV	10/16/12	10/29/12	1:00 PM-2:00 PM	1230-3pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$500.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$500.00			
N 2	KCTV	10/16/12	10/29/12	KCTV5 News @ 10P	10-1035pm		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$1,200.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$1,200.00			
N 3	KCTV	10/16/12	10/29/12	Price is Right	10-11am		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$400.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$400.00			
N 4	KCTV	10/16/12	10/29/12	Letterman	1035-1137pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$500.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$500.00			
N 5	KCTV	10/16/12	10/29/12	The Insider	1137pm-1207am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				1	\$150.00			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$150.00			
N 6	KCTV	10/16/12	10/29/12	Young & Restless	11am-12n		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$600.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$600.00			
N 7	KCTV	10/16/12	10/29/12	Ferguson	1207x-108x		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				1	\$75.00			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$75.00			
N 8	KCTV	10/16/12	10/29/12	KCTV5 News @ Noon	12-1230pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$500.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$500.00			

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498648 /	06374810

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/29/12	SEN MAJORITY PAC	2093

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	10/15/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KCTV	10/16/12	10/29/12	Ellen	3-4pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$500.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$500.00			
N 10	KCTV	10/16/12	10/29/12	KCTV5 News @ 4P	4-5pm		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$600.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$600.00			
N 11	KCTV	10/16/12	10/29/12	KCTV5 News @ 5P	5-530pm		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$700.00			
		Week: 10/23/12	10/29/12	MTWTF--				3	\$700.00			
N 12	KCTV	10/16/12	10/29/12	KCTV5 News @ 6P	6-630pm		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$700.00			
		Week: 10/23/12	10/29/12	MTWTF--				3	\$700.00			
N 13	KCTV	10/16/12	10/29/12	More in the Morning 6A	6-7am		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$350.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$350.00			
N 14	KCTV	10/16/12	10/29/12	Inside Edition	630-7pm		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$800.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$800.00			
N 15	KCTV	10/16/12	10/29/12	CBS Early Show	7-9am		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$250.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$250.00			
N 16	KCTV	10/20/12	10/27/12	KCTV5 News @ 10P Sat	10-1035pm		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1-				1	\$1,000.00			
		Week: 10/22/12	10/28/12	-----1-				1	\$1,000.00			
N 18	KCTV	10/20/12	10/27/12	KCTV5 News @ 6P Sat	6-630pm		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1-				1	\$350.00			
		Week: 10/22/12	10/28/12	-----1-				1	\$350.00			
N 19	KCTV	10/20/12	10/27/12	CBS Saturday Early Show	Sat 6-8am		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1-				1	\$300.00			
		Week: 10/22/12	10/28/12	-----1-				1	\$300.00			
N 20	KCTV	10/20/12	10/27/12	Inside Edition Weekend	630-7pm		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----2-				2	\$400.00			
		Week: 10/22/12	10/28/12	-----2-				2	\$400.00			
N 21	KCTV	10/20/12	10/27/12	8:00 AM-10:00 AM	7-10am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1-				1	\$350.00			
		Week: 10/22/12	10/28/12	-----1-				1	\$350.00			
N 22	KCTV	10/21/12	10/28/12	KCTV5 News @ 10P Sun	10-1030pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,200.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KCTV	10/15/12-10/21/12	KCTV5 News @ 10P Sun	10-1030pm	-----Su	:30	\$1,200.00	NM		
Credited												
Week:		10/22/12	10/28/12	-----1				1	\$1,200.00			
N 23	KCTV	10/21/12	10/28/12	KCTV5 News @ 5:30 P Sun	530-6pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$900.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KCTV	10/15/12-10/21/12	KCTV5 News @ 5:30 P Sun	530-6pm	-----Su	:30	\$900.00	NM		
Credited												
Week:		10/22/12	10/28/12	-----1				1	\$900.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	KCTV	10/22/12-10/28/12	KCTV5 News @ 5:30 P Sun	530-6pm	-----Su	:30	\$900.00	NM		
Credited												
N 24	KCTV	10/21/12	10/28/12	CBS Sunday Morning	8-930am		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$900.00			
Week:		10/22/12	10/28/12	-----1				1	\$900.00			
N 26	KCTV	10/16/12	10/16/12	Tue 7-8pm	7-8pm		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$5,500.00			
N 27	KCTV	10/16/12	10/23/12	Tue 8-9pm	8-9pm		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$5,500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KCTV	10/15/12-10/21/12	8:00 PM-9:00 PM	8-9pm	-Tu-----	:30	\$5,500.00	NM		
Credited												
Week:		10/22/12	10/28/12	-1-----				1	\$5,500.00			
N 28	KCTV	10/17/12	10/17/12	Wed 9-10pm	9-10pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$4,500.00			
N 29	KCTV	10/21/12	10/21/12	Delayed 60 Minutes	630-730p		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$8,500.00			
Totals											77	\$64,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	69	\$60,250.00	\$51,212.50
10/29/12 - 10/29/12	8	\$4,600.00	\$3,910.00
Totals	77	\$64,850.00	\$55,122.50

Signature: _____ **Date:** _____

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